GOVERNMENT OF INDIA
CHEMICALS AND FERTILIZERS
LOK SABHA

UNSTARRED QUESTION NO:4727
ANSWERED ON:25.04.2000
NEW CODE OF ETHICS
SUBODH MOHITE

Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:

(a) Whether the Government propose to release new code of ethics for the drug advertisements in the country;

(b) if so, the details thereof;

(c) whether any Committee has been constituted for suggesting responsible ways of advertisements of drugs in the country;

(d) if so, the recommendations made by the Committee; and

(e) the action taken/proposed to be taken by the Government thereon?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS & FERTILIZERS (SHRI RAMESH BAIS)

(a) to (d): A Committee constituted by the Department of Indian System of Medicine &Homoeopathy (ISM&H) to formulate a code of ethics for advertisement of drugs has submitted its recommendations. These recommendations inter-alia focus on the need for preventing the following statements in advertisements promoting drugs (1) statements that are offensive to good taste (2) that are misleading in terms of safety, usage or immediacy of relief in advertisements, (3) which create fear or apprehension in the public mind (4) that allow offer of rewards or other inducements leading to excessive use of drugs (5) that give an impression that a medical consultation or surgical operation is unnecessary and (6) that refer to or imply references to statutory bodies, international agencies etc.

(e):It is proposed to take a final view after consultations with concerned Departments, and other relevant stakeholders.